

The National Park Service

World War II Memorial Brochure Remedial Evaluation

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SUMMARY AND RECOMMENDATIONS

SUMMARY

In July 2004, the National Park Service (NPS) contracted Randi Korn & Associates, Inc., (RK&A) to conduct a remedial evaluation of the World War II Memorial brochure to obtain feedback on the brochure's overall presentation and content and determine how it can be improved to better suit visitors' needs. To accomplish this, RK&A completed 55 open-ended interviews with Memorial visitors, ranging in age from 25 years to 65 years and older, and used their responses to identify: 1) how they used the brochure, 2) how the brochure contributed to their experiences, and 3) what further information they sought about the site.

Of the 55 visitors interviewed, two varieties of brochure users emerged: those who both took and read the brochure while they were at the Memorial (Group A), and those who took a brochure but did not read or look at it during their visit (Group B). Analysis of the qualitative data collected from both groups indicates the World War II Memorial brochure serves visitors in three distinct ways:

1. As an interpretive guide to educate visitors on the Memorial's history and the symbolism of the Memorial's various features;
2. As a wayfinding guide, to orient and lead visitors through the Memorial site; and
3. As a commemorative object, to evoke visitors' memories and serve as a souvenir.

While the second and, in most cases, the first role enumerated above requires visitors to familiarize themselves with the brochure during their Memorial visit, the third does not. Data show that visitors who did *not* use the brochure during their visit, despite having acquired one for either interpretive or commemorative reasons, did so because they intended to read the brochure at a later time.

Whether the brochure successfully fulfills any of the three expectations depends greatly on how the brochure contributes to visitors' experiences *and* what information visitors need or want after their visits. The remainder of this discussion will use these criteria to assess the brochure's ability to fulfill the needs of Memorial visitors. Recommendations for improving the brochure according to these needs follow.

Brochure as an Interpretive Guide

Findings indicate that over one-half of visitors who sought out a brochure do so primarily to gain information about the Memorial—its history, design, and symbolism (see *Taking a Brochure*, page 4). This need correlates with data concerning the questions interviewees had about the Memorial (see *Additional Information*, page 9).

The archival photograph collage served as a strong interpretive component because it was evocative and historical. Several interviewees expressed strong emotions when asked to discuss their reaction to the photographs. Group A users also valued the information included in the

brochure that was not available through labeling at the site, such as the interpretation of the Freedom Wall and the wreaths.

However, less than one-half of Group A users who picked up a brochure for interpretive reasons said it added to their understanding of the Memorial (see *The Brochure as a Guide*, page 7). This finding, considered along with information describing what confused interviewees about the Memorial and what additional information interviewees wanted, indicates that the brochure lacks important interpretive information—specifically concerning the organization of the state pillars and descriptions of the bas-relief sculptures.

When interviewees voiced confusion or questions about the Freedom Wall, the World War II Registry, and the symbolism of the wreaths, the information interviewees sought already existed in the brochure, suggesting that it is not prominently highlighted or accessible to all brochure users. Despite almost two-thirds of Group A users claiming to have read the brochure thoroughly and one-third identifying the interpretive text as the most interesting part (see *Reading the Brochure*, page 5), their confusion indicates that the interpretive information is not ideally positioned for visitor use.

Brochure as a Wayfinding Guide

Approximately one-quarter of all interviewees said they wanted a brochure primarily to find their way around the Memorial (see *Taking a Brochure*, page 4). As such, the diagram was successful; many interviewees commented that the illustration helped them identify important locations around the Memorial. The lack of questions interviewees had about the Memorial's layout and the high percentage of Group A users who did not find the brochure confusing indicates that it does, in fact, inform visitors about key features and their locations around the Memorial. Of the Group A users who said the brochure did not help guide them in any way, many explained that they opted to walk around on their own or did not look at the brochure until after touring the site.

Because the scope of this evaluation did not include general visitor behavior at the Memorial, data collectors could not gauge from which direction visitors most often entered the Memorial. However, findings show that, of the interviewees who entered from the Independence Avenue parking lot, the majority had no difficulty locating brochures at the Information Station (see *Brochure Distribution*, page 4). Also, during the course of the evaluation, informal observation and visitor response indicate that visitors who entered the Memorial from another entrance were less likely to have obtained a brochure in time to use it as a wayfinding guide. Since they had already gone through the Memorial before picking up a brochure, they probably did so for commemorative reasons or to learn more about what they had just experienced.

Brochure as a Commemorative Object

To many, a World War II Memorial visit is, undoubtedly, a commemorative experience. Many visitors who participated in the evaluation were visibly affected by the emotions and memories that the Memorial evoked. Data show that the third most popular reason interviewees took a brochure was as a souvenir (see *Taking a Brochure*, page 4).

As a souvenir, the brochure seemed to serve visitors well, especially since there are currently no other memorabilia available for purchase at the Memorial. The photographs included in the brochure carry the nostalgic theme of the Memorial throughout and the illustration of the Memorial was well-received by a majority of interviewees (see *Reading the Brochure*, page 5). Many of the seniors who participated in the study said they would show the brochure to their younger relatives as a way of educating them about that period of time and their experiences during the War.

Conclusion

When asked whether there were any other ways the brochure added to their experience at the Memorial, Group A users said the brochure complemented their visit by providing extra information about the Memorial, as a tangible souvenir of their visit, and/or by evoking memories. These outcomes align well with what both Group A and Group B users perceive to be the purpose of the brochure and what assistance visitors seek out during their experiences at the World War II Memorial. While several additions and improvements are needed to fulfill visitors' interpretive needs and perhaps, more distribution points established around the site, the brochure is a valuable tool for visitors—as an interpretive device, a wayfinding guide, and a souvenir.

RECOMMENDATIONS

To enhance the brochure's interpretive role:

- Include interpretive text to explain the arrangement of the state pillars around the Memorial.
- Include more information on the Memorial, specifically on its cost and its designer.
- Provide more information about the bas-relief sculptures, including what each sculpture represents. By doing so, the brochure will present a more detailed description of the historical context of World War II. Such interpretation can act as a catalyst for intergenerational conversation between veterans and people who did not live through the war.
- Increase the visibility or reformat the information found in “Building the Memorial,” “Arsenal of Democracy,” and “Ideals of Democracy” so that it is more prominent and accessible to visitors.
- Isolate and highlight the instructions for registering veterans on the World War II Registry. This information is most important to the senior population of Memorial visitors and therefore, larger and bolder text should be used to better suit their visual needs.

To enhance the brochure's wayfinding and commemorative roles:

- Establish multiple distribution centers for the brochure, especially for visitors entering on the north side of the Memorial.
- Provide regular tour companies with bundles of brochures beforehand so they can distribute them to their clients immediately prior to their visit. This will allow visitors to better acquaint themselves with the layout of the Memorial and better use their time while visiting.

INTRODUCTION

Dedicated in May 2004, The World War II Memorial is located between the Washington Monument and the Lincoln Memorial on the National Mall and is open to the public year-round. The National Park Service (NPS) provides brochures for visitors to the Memorial free of charge. These full-color brochures measure 8.5 inches tall by 16 inches wide when flat and fold into eight panels total (four on each side). The brochure's important features include a collage of archival photographs from World War II, a panoramic illustration of the Memorial with various features highlighted, and a brief overview of the War's chronology and significance. Currently, visitors can obtain the brochure either at the Memorial's information station or from a park ranger. This report summarizes the findings from the remedial evaluation of the Memorial brochure, conducted on-site in September 2004 by Randi Korn & Associates, Inc.

GOALS AND OBJECTIVES

This study obtained visitor feedback on the brochure's overall presentation and content to determine how it can be improved to better suit visitors' needs. Specific objectives for this evaluation were to:

- Understand visitors' overall reactions to the brochure, including how visitors use the brochure during a visit to the Memorial;
- Gauge in what ways the brochure contributes to visitors' experiences; and
- Determine what information visitors are most interested in as part of their experience, including any questions they have about the Memorial.

METHODOLOGY

RK&A conducted open-ended interviews which, unlike standardized questionnaires, do not assume pre-determined responses. Thus, variations in experience and unexpected variables emerge naturally. Conducted on-site, the interviews consisted of 18-20 questions that provide qualitative information, suitable for in-depth analysis of participants' experiences. The questions focused on visitors' experiences both using the brochure and visiting the Memorial (see Appendix A). All interviews were tape recorded with interviewees' permission and transcribed to facilitate analysis.

For this study, data collectors interviewed adults, 18 years old or older, who visited the World War II Memorial on September 15 or 16, 2004. The sample size was set at 50-60 participants and interviewees were selected following a continuous random sampling method. Thus, data collectors approached the first eligible visitor to enter the predetermined recruitment area and requested an interview. Once the interview was completed or if the visitor declined to participate, the data collector returned to the recruitment area and approached the next eligible visitor to interview.

On the first day of data collection, eligible visitors were adults who had a brochure in their possession. Using this criterion, data collectors could not recruit a sufficient number of participants familiar with the contents of the brochure who could provide feedback. Therefore,

during the second day of data collection, eligible visitors were adults who said they used a brochure during their visit.

DATA ANALYSIS

Open-ended interviews generate descriptive data, meaning the results are detailed, following from the interviews' conversational nature. In analyzing qualitative data, the researcher studies the responses for meaningful patterns, and as patterns and trends emerge, groups together similar responses. Each grouping is then assigned a name or category conveying the meaning the responses embody. The report includes interpretations of these trends and patterns and illustrates them with the interviewees' verbatim remarks. In many cases these remarks were edited for clarity.

The data presented are organized according to the objectives set forth in this evaluation and are categorized into three topics: brochure use, visitor experience, and visitor interest. Because the sample selection was adjusted mid-study to insure a higher percentage of interviewees who used the brochure, some findings may only include responses from those who both had a brochure and used it during their visit. In these cases, the smaller sample size will be clearly indicated.

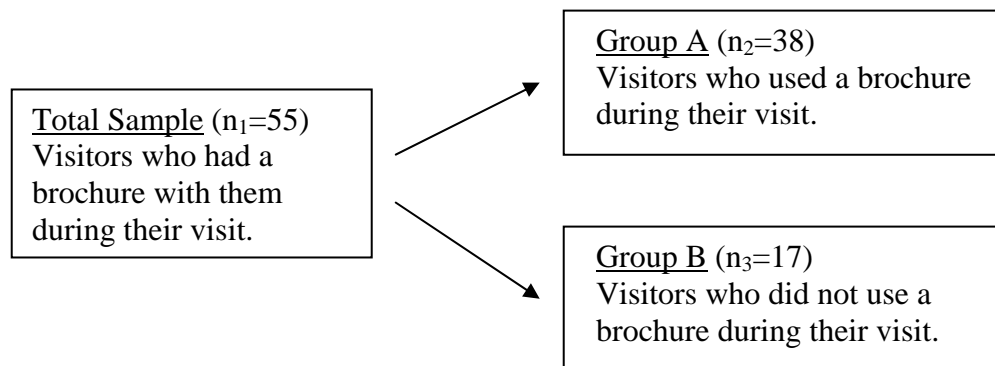
The data collected for this remedial evaluation is qualitative. Smaller sample sizes inherent in qualitative studies are not conducive to generalizing to larger populations. Therefore, the data presented in this report may not necessarily represent the behavior of the entire World War II Memorial visitor population.

PRINCIPAL FINDINGS

BACKGROUND INFORMATION

On September 15 and 16, 2004, data collectors invited 113 visitors to participate in the remedial evaluation. Fifty-eight visitors declined (51.3 percent), resulting in a total sample size of 55 visitors ($n_1=55$). The total sample population is further divided into two smaller groups based on whether they used the brochure during their visit or not (see Diagram 1).

Diagram 1. Types of visitors



Responses from Group B remain in the study because these responses contain valuable information concerning visitor behavior at the Memorial and, thus, are relevant. In cases where data are quantified, the appropriate sample set is indicated.

The visitors who participated in this evaluation ranged in age from 25 years to 65 years or older, with the largest group of visitors estimated to be in the 65 years and older age range.¹ They represented a variety of states—17 visiting from within the D.C. Metro Area (D.C., Maryland, and Virginia) and 38 visiting from other states. Over one-half of the visitors who participated in the study said they were with a bus tour group. Over one-third said they were visiting the Memorial because they or a relative had participated in the War.

¹ Age groupings were estimated to the data collectors' best abilities.

BROCHURE USE

These findings report how visitors used the brochure during their visit and how they responded to its content. Specifically, the data in this section address the first objective: to understand visitors' overall reactions to the brochure, including how the brochure is used during a visit to the Memorial.

Brochure Distribution

Overview: The only permanent distribution location for the brochure is the Visitor Information Station, located near the Independence Avenue entrance to the Memorial. The majority of visitors interviewed reported picking up their brochure at this location. Most said they experienced no difficulty finding the brochure. The few interviewees who had difficulty locating a brochure claimed that crowds blocked their view of the Information Station (see the first quotation below). One visitor commented that the brochure distribution site was inconvenient, even though the visitor claimed to have had no difficulty finding a brochure (see the second quotation).

We were looking for the brochure and didn't see it [the brochure holder] at first. We had to walk around [because] there were people standing in front of it. We just saw the computer screen.

I think its [the brochure rack's] location back here is unfortunate because when people are coming down this street [Constitution Avenue], they will walk over to [the Memorial], and unless they take the time to come over here [the Information Station], they're not going to see the brochure.

Detailed Findings:

- Forty interviewees (73 percent) acquired brochures from the World War II Memorial Information Station, seven interviewees acquired brochures from another visitor, six interviewees received brochures from their tour guides, and two interviewees received brochures from NPS rangers. [n₁=55]
- Thirty-four interviewees (62 percent) reported having no difficulty locating a brochure, two interviewees did have difficulty, and 19 interviewees received brochures from other people and did not have to look for one. [n₁=55]

Taking a Brochure

Overview: When asked why they picked up a brochure, interviewees responded with one or a combination of reasons. The most popular reasons interviewees picked up brochures were: for interpretive support (see the first quotation below), for orientation to the Memorial (see the second quotation), and for a souvenir of their visit (see the third quotation). Of interviewees who obtained a brochure for interpretive reasons, many did so because they thought it would provide them with additional information on the symbolism behind the Monument's various components.

I wanted some more information on everything I saw. I'm sure everything [at the Memorial] has a reason why it was put there, but I didn't know what the reason was. This brochure answers some of the questions.

Whenever I look at an exhibit, I try to get information [about] what I'm looking at so I can orient myself as to where I am and what I want to see.

I have a book at home of postcards—I collect postcards—and since they don't have postcards here, I'll put the brochure in there.

Most of the visitors who reported not having used the brochure during their visit said they planned to read it later. They said they were primarily interested in taking pictures and/or experiencing the Memorial on their own and did not want to take the time to go through the brochure during their visit (see the quotation below).

I haven't had a chance to look at it yet. It was an emotional experience, and I was preoccupied with taking in what was here. I'll read it and if I find it interesting, I'll put it with a lot of memorabilia I have.

Detailed Findings:

- Thirty interviewees (55 percent) said they picked up a brochure because they wanted more information or interpretation about the Memorial. [n₁=55]
- Thirteen interviewees (24 percent) said they wanted a brochure to help them find their way around the Memorial during their visit. [n₁=55]
- Ten interviewees (18 percent) said they wanted a brochure to commemorate their visit. [n₁=55]
- Eleven Group B users said they would read the brochure at a later time. [n₃=17]

Reading the Brochure

Overview: When asked to define the brochure's purpose, Group A users gave either a single or a combination of purposes for the brochure. These purposes were identical to the reasons visitors had for picking up the brochure: to provide further interpretation of the Memorial, to better orient themselves to the site (see the first quotation below), and to be taken home as a souvenir (see the second quotation). Several interviewees said the brochure provided "an overview" and/or did not contain a lot of in-depth information (see the third quotation).

[The brochure's purpose is] to give a little bit of insight on what you're looking at, help guide your way through, and give some history.

I think [the brochure] is good to have, not only while you're here, but to take home to help your memory. A year from now, I can pick this up and read it and it will bring back memories of what I've seen.

[The brochure's purpose is] to tell a little bit about the Memorial itself, but I think it could be a lot more in-depth than it is.

Over one-half of Group A users said they read most, if not all, of the brochure. Those who only read or looked at certain sections focused on the explanations of the different parts of the memorial such as the meaning of the Freedom Wall and/or the wreaths. Most visitors from Group A found the brochure's interpretive text most interesting and almost all of them said they noticed the photographs and illustrations; their most prevalent reaction was an expression of nostalgia (see the first quotation below). Several Group A users said they appreciated the illustrated diagram of the Memorial for the orientation it provided (see the second quotation). A few of the interviewees said they would have liked to see more pictures.

[The brochure is] very well illustrated, typical of the World War II era—the women, the men, and family—tying it all together.

Yes, [we] thought they were good, very helpful. It's very hard to go into something when you have no idea what it is you're looking at, so when you have a pamphlet like this to give you an idea [of] what you're looking at, it's very nice.

None of the interviewees who used the brochure said it was confusing in any way. However, a few of them reiterated the desire for more in-depth information about the Memorial. One interviewee complained that the information on the Freedom Wall was not easily accessible (see quotation the below).

I think the reference to what the significance of the 4,000 gold stars is ought to be over next to the stars a little more.

Detailed Findings:

- Twenty-one Group A users (55 percent) said its purpose was to inform and provide historical and interpretive background to the Memorial; 14 (37 percent) said the brochure's purpose was to orient the visitor, highlighting important features and providing a general overview; and 7 (18 percent) said the brochure would be an appropriate memento. [n₂=38]
- Twenty-four Group A users (63 percent) reported to have looked at or read most or all of the brochure. [n₂=38]
- Twelve Group A users (32 percent) said they found the interpretive text the most interesting part of the brochure. [n₂=38]
- Thirty-seven Group A users (97 percent) said they noticed the photographs and illustrations; 10 said they were the most interesting parts of the brochure. [n₂=38]
- Ten Group A users (26 percent) said the illustration of the Memorial helped them during their visit. [n₂=38]

VISITOR EXPERIENCE

In this section, the data presented reflect how using the brochure affected the interviewees' visits to the Memorial. The findings reported here correlate with the evaluation's second objective: to gauge in what ways the brochure contributes to visitors' experiences. All findings in this section are from Group A [$n_2=38$], since Group B did not use the brochure.

Overall Effect

Overview: When asked whether there were any other ways the brochure added to their experience at the Memorial, interviewees said the brochure complemented their visit by providing them with extra information (see the first quotation below), as a tangible souvenir of their visit (see the second quotation), or by evoking memories of their past. Several interviewees appreciated the brochure for explaining the symbolism surrounding the various parts of the Memorial, saying they would have missed the Memorial's deeper meanings if they had not read about them (see the third quotation). No quantifiable trends emerged in this portion of the analysis.

I wouldn't have enjoyed it as much without the brochure, because I would have been ignorant about different things that it represented.

It gives you something concrete to take away with you, besides the memory of having been here.

I would have only looked at the concrete structures and not necessarily looked at all the symbolism; the brochure guided me toward a better understanding of that.

The Brochure as a Guide

Overview: The majority of Group A users reported that the brochure did not help guide them in their visit to the Memorial. Several of the interviewees admitted to having looked at the brochure only after they had experienced the Memorial. They opted instead for a self-guided experience, then referred to the brochure after they had sufficiently toured the site.

Those interviewees who said the brochure guided them in their visit said it either provided interpretive guidance not present at the site or wayfinding and orientation guidance. Specifically, interviewees mentioned gaining information about the meaning of the Freedom Wall and the symbolism of the wreaths (see the first quotation below). Interviewees also said the brochure gave them an idea of where to locate various features of the site; in at least two cases, interviewees said the brochure provided an implied starting point (see the second quotation).

We didn't know about the two different kinds of wreaths and we would have never noticed that without the brochure. We were not aware of what the stars were and my husband picked up a guide [brochure] and explained that to me. So mainly the stars and the wreaths were the two things that we had not realized without this brochure.

It made sense to start on the left hand side, and walk around. It gave me the impression that might be a most appropriate way of going.

Detailed Findings:

- Fifteen Group A users (39 percent) said the brochure did not help guide them in their visit to the Memorial. [n₂=38]
- Twelve Group A users (32 percent) said the brochure provided guidance in interpreting and understanding the Memorial. [n₂=38]
- Eleven Group A users (29 percent) said the brochure provided guidance in wayfinding and orientation during their visit to the Memorial. [n₂=38]

New Information

Overview: Most Group A users said they did not learn anything new about World War II from the brochure. Several interviewees explained that this was because they had lived during that time and that, if anything, the brochure brought forth dormant memories (see the first quotation below). Those who said they learned something new claimed they were not aware of the true number of casualties suffered by Americans during World War II and were surprised at the large number (see the second quotation). Visitors also said they learned new information about the involvement of the United States and its territories in the War and the women's rights movement afterwards.

It [the brochure] just brought it [World War II] back and refreshed our memory as to exactly what happened when and who did what. I think for the [visitors] who were not around at that time, this would be more informative for them than it would be for the two of us [veterans] because they had no idea, except what they had read or what they had been told.

I don't didn't remember that 400,000 number [of American casualties] ever before. I was in the War and I don't remember reading or hearing about that many. That makes you pause a minute.

Detailed Findings:

- Twenty-five Group A users (66 percent) said they did not learn anything new about World War II from the brochure. Four of these interviewees said the brochure refreshed their memories of that time. [n₂=38]
- Thirteen Group A users (34 percent) said that they had learned something new. Of them, nine had not known how many American casualties were suffered as a result of World War II before reading the brochure. [n₂=38]

VISITOR INTEREST

Findings reported in this section address the evaluation's third objective: to determine what information visitors are most interested in as part of their experiences, including any questions they have about the Memorial. The data presented here establish what knowledge visitors are most interested in gaining from their experience and what obstacles exist for them during their visit. Since both Group A and Group B users provided feedback relevant to the findings, the sample used for analysis is of the larger study population. [n₁=55]

Confusing Elements

Overview: Over one-half of interviewees claimed they found nothing confusing about the Memorial. Among those interviewees who did express some confusion during their visit, two-thirds did not understand the arrangement of the state pillars at the Memorial (see the quotation below). Other areas of confusion concerned the symbolism of the wreaths on the state pillars, the meaning of the Freedom Wall, and the process of registering someone in the World War II Registry. Visitors also wanted to know more about the bas-relief sculptures, primarily whether there was a chronological order to them.

I think it would have been helpful if there had been an explanation at the beginning about the order of the states, because we were not sure where we could find everything.

Detailed Findings:

- Twenty-six interviewees (47 percent) expressed some sort of confusion about their experience at the Memorial. Of those, 16 expressed confusion concerning the order of the state pillars, six wanted to clarify the meaning of the stars on the Freedom Wall and wreaths on the pillars, and three wanted to know how to enter someone into the World War II Registry. [n₁=55].

Additional Information

Overview: While many interviewees said the brochure was sufficiently comprehensive, when asked what additional information they thought should be included in it, most interviewees requested additional information about the Memorial's history. These people asked for more detail about the Memorial's construction: how much money it cost to build, how the location was chosen, how long the planning and construction process took, and what materials were used (see the first quotation below). The second most popular topic mentioned was the Memorial's symbolism (see the second quotation). Several interviewees requested more historical information pertaining to the bas-relief sculptures (see the third quotation) and about the background of the Memorial's designer, Friedrich St. Florian.

I think it would be nice if [the brochure] provided [additional information on] how it was funded, who first thought about a World War II Monument, the planning, the date it started, and how long it took [to build], and the price.

One of the main things we talked about was that most memorials are filled with symbolism. The order of the states is not accidental, so we wondered, ‘Is it [arranged in order by] the number of people who were killed from [each] state? What is the symbolism of that?’ I guess one of the main [purposes of] brochures is to make sure you don’t miss the symbolism that that the designer intended.

[The brochure lacks] a lot of detail. For example, it doesn’t tell you about all the bas-reliefs. It doesn’t tell you everything about the Memorial. If it would give a little more information about various aspects of the War, both for those at home and for those fighting the War, I think that would be nice. [It needs to] clarify that these are the various campaigns that are by the fountains. People who [lived through] World War II understand, but people who didn’t, don’t—unless they remember their history from their history lessons from high school.

Detailed Findings:

- Twenty-nine interviewees (53 percent) had additional questions about the Memorial. [n₁=55]
- Twelve interviewees (22 percent) asked questions about the Memorial’s planning and construction. The most popular questions concerned the Memorial’s final cost. [n₁=55]

APPENDIX A

Interview Guide

Hi my name is _____ and I'm talking to visitors today about the brochure for this Memorial. Did you pick up a brochure? [If yes, continue. If no, thank visitor and terminate.] This interview has been approved by The Office of Management and Budget in compliance with the Paperwork Reduction Act. The OMB control number, expiration date, and additional information about this interview and its approval are available at your request.* I would like you to talk to you about the Memorial brochure. The interview will only take about **10** minutes to complete. Would you be willing to participate? [If yes, continue. If no, thank visitor and terminate.] All of your answers are voluntary and confidential. I would like to record this conversation. Is that alright with you? [If yes, continue. If no, thank visitor and terminate.]

1. Where did you pick up your brochure? Was it easy to see or did you have to search or ask someone for it? (Topic Area 5 - individual perceptions of park experience)
2. Why did you pick a World War II Memorial brochure today? Did you use it on this visit? (If yes) What parts of the brochure did you look at or read? Did you notice the photographs and illustrations? What was your reaction to them?

(If no) Why not? What do you plan to do with the brochure? (Topic Area 2 – trip and visit characteristics/Topic Area 5 - individual perceptions of park experience)
3. In what ways, if any, did the brochure help guide you in your visit to the Memorial? Please explain. (Topic Area 1 - individual characteristics/Topic Area 5 - individual perceptions of park experience)
4. What did you find most interesting in the brochure? In what ways, if any, did the brochure add to your experience at the Memorial? Did you learn anything new about World War II from the brochure? Is anything about the brochure confusing? What do you think is the purpose of this brochure? (Topic Area 5 - individual perceptions of park experience)
5. Is there anything about the Memorial that you find confusing? Do you have any (other) questions about the Memorial? How could the brochure help answer your questions? What additional information do you think the brochure should provide? (Topic Area 5 - individual perceptions of park experience)
6. Finally, what prompted your visit here today? Where are you visiting from? (Topic Area 1 - individual characteristics)

* Show OMB approval information card.